



ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **316203 /**

Original Date / Revision
10/29/12 10/30/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:05:00

Estimate # **2216**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |
| Tanya Winscott | % | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| KASW | % | |
| KDRX | % | |
| KPHO | % | |
| KPNX | % | |
| KPPX | % | |
| KSAZ | % | |
| KTVK | % | |
| KTVW | % | |
| KUSK | % | |
| KUTP | % | |
| UNKWN | 100% | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| November 2012 | 10 | \$49,087.50 | \$57,750.00 | 0.00 | 10/29/12 | 11/06/12 | 10 | \$49,087.50 | \$57,750.00 |
| Totals | 10 | \$49,087.50 | \$57,750.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | KNXV | 10/30/12 | 11/02/12 | M-F 12pm-1pm The Chew | CM | 12pm-1pm | - TWTF - - | :30 | 2 | \$750.00 | FX | 0.00 | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/29/12 | 11/04/12 | - TWTF - - | | | 2 | | \$750.00 | | 0.00 | | | | |
| N 2 | KNXV | 11/06/12 | 11/06/12 | M-F 12pm-1pm The Chew | CM | 12pm-1pm | - T - - - - | :30 | 1 | \$750.00 | FX | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 11/05/12 | 11/11/12 | - T - - - - | | | 1 | | \$750.00 | | 0.00 | | | | |
| N 3 | KNXV | 10/30/12 | 11/02/12 | | CM | 430pm-5pm | - TWTF - - | :30 | 1 | \$2,500.00 | FX | 0.00 | NM | 1 | \$2,500.00 |



KNXV

Print Date: 10/30/12

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Contract / Revision **316203** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/30/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **2216**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-----|------|-------------------|-----------------|--------------------|-------|----------------|---------------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | | | M-F 430pm-5pm | | | | | | | | | | | |
| | | | | M-F 430pm-5pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| N 4 | KNXV | 11/06/12 | 11/06/12 | M-F 430pm-5pm | CM | 430pm-5pm | - T - - - - - | :30 | 1 | \$2,500.00 | FX | 0.00 | NM | 1 | \$2,500.00 |
| | | | | M-F 430pm-5pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | - T - - - - - | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| N 5 | KNXV | 10/30/12 | 11/02/12 | M-F 10-1035pm | CM | 10pm-1035pm | - TWTF - - | :30 | 1 | \$3,500.00 | FX | 0.00 | NM | 1 | \$3,500.00 |
| | | | | 10pm News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | | | | 1 | \$3,500.00 | | 0.00 | | | |
| N 6 | KNXV | 10/30/12 | 11/02/12 | M-F 630pm-7pm | CM | 630pm-7pm | - TWTF - - | :30 | 1 | \$5,000.00 | FX | 0.00 | NM | 1 | \$5,000.00 |
| | | | | M-F 630pm-7pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF - - | | | | | 1 | \$5,000.00 | | 0.00 | | | |
| N 7 | KNXV | 11/05/12 | 11/05/12 | Monday 7-9pm | CM | 7pm-9pm | M - - - - - | :30 | 1 | \$20,000.00 | FX | 0.00 | NM | 1 | \$20,000.00 |
| | | | | Monday Prime 7-9pm | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M - - - - - | | | | | 1 | \$20,000.00 | | 0.00 | | | |
| N 8 | KNXV | 10/31/12 | 10/31/12 | Wednesday Prime B | CM | 8pm-9pm | - - W - - - - | :30 | 1 | \$12,000.00 | FX | 0.00 | NM | 1 | \$12,000.00 |
| | | | | Wednesday Prime B | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - W - - - - | | | | | 1 | \$12,000.00 | | 0.00 | | | |
| N 9 | KNXV | 11/04/12 | 11/04/12 | Sunday Prime A | CM | 6pm-7pm | - - - - - S | :30 | 1 | \$10,000.00 | FX | 0.00 | NM | 1 | \$10,000.00 |
| | | | | Sunday Prime A | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - - - - - S | | | | | 1 | \$10,000.00 | | 0.00 | | | |

*Tax 1 Note: Tax 0.5%.

Totals 10 \$57,750.00